

1463

PAL
LIBRARY

STATISTICAL BUREAU

The Challenge of the New Era

and the

American Tract Society



For Christ and the World

CHRISTIANITY is a
*Book-religion. Bring the
Books!* Scatter them like
sunbeams! Christianity is
also a *living voice*. Send out
the colporters from house to
house, and heart to heart!
Let type reinforce tongue,
and tongue proclaim the truth
printed by the type! *Bring
the books!* Circulate the
tracts! Their blessed results
will be stereotyped by the
Holy Spirit in the *Lamb's
Book of Life!*

THEODORE L. CUYLER.

The Challenge of the New Era

and the

American Tract Society

Efficiency

The new era demands the most exacting scrutiny of the aims, methods and men as related to every commercial and philanthropic enterprise, and every reputable organization welcomes such scrutiny. The test of efficiency is in securing the largest and best results from the least expenditure of energy. The American Tract Society recognizes the validity of this test, and is endeavoring as far as possible to measure up to the requirements. Its Officers, Managers and Executive Board are chosen from among men of ability, tact and vision, as well as consecration, and among these are not a few of national and international reputation.

Object

The Tract Society is justly proud of its twofold object: "To diffuse a knowledge of our Lord Jesus Christ as the Redeemer of sinners, and to promote the interests of vital Godliness and sound morality by the circulation of religious literature." The knowledge of Jesus Christ and the principles which He taught, and the moral welfare of the community, are the two most imperative and inspiring needs of the new era. The World War has revealed new and undreamed-of opportunities with definite and urgent demands for the circulation of Christian

literature setting forth the ideals of Christian democracy.

Methods

Every up-to-date organization is now making a careful and critical examination of its business methods. It is not enough that methods be good; they must be the best available. The Officers of the Tract Society have been studying the methods of kindred organizations, as well as those of its own, and by adopting new and improved methods will conserve expenditure, strengthen the faith of its friends, win new supporters, and measure up to the demands of the efficiency test. The Society takes seriously its stewardship of the benefactions of the lovers of the Kingdom and its divinely appointed mission, and is determined to so administer its affairs that the better its work is known, the more it will be commended and supported.

Meeting the Test

It has been said, "There is but one test by which religion, the Church, or any other force is judged in the time of testing. It is not what it has done in the past, but, Does it minister to the essential needs of the men and women of its own day? No religious institution has the divine right to be except in the service it renders of interpreting God and meeting human need." The Tract Society bases its divine right to be, and its appeal for loyalty and generous support, on its sole endeavor to bring the human and the divine into closer relationship.

Ideals and Opportunities

With justifiable pride the Tract Society points to some significant and interesting facts. From its organization it has stood for and advocated Christian unity, both through the printed page and from the pulpit and platform. It was among the first, if not the first, to introduce Missionary Colportage into the fields of missionary service, thereby proclaiming the Gospel Message to greatly increased numbers. It was the first to send colporters to welcome the immigrants upon their arrival in America, and give them the Gospel Message in their native language or dialect. For nearly a century with increasing emphasis it has been pleading for a recognition of the Gospel on the printed page to win the world to Christ, and it has now come to pass that each and all of these objects for which the Tract Society has so strenuously labored have come to be recognized, not only as expedient, but indispensable. While, however, other agencies have entered these fields, they have so broadened that the Tract Society is now face to face with its greatest opportunity.

The Printed Page

Advertising experts tell us that "the appeal of truth on the printed page to the eye is vastly more effective than through the medium of the voice." It reaches more people, and people inaccessible by other means, and with little expense. To-day every commercial and Christian agency recognizes the potency of the printed page. This applies to bad agencies as well as to the

good. A distinguished missionary says, "We must scatter broadcast Christian literature to counteract the influence of malicious tracts, which by the thousands are being circulated by questionable forces, which are flooding foreign lands," and this applies with equal force and definiteness to our own land. The most definite propaganda of evil and interests hostile to the true faith of the Gospel are not only being planned, but are already in operation. The methods of extending the Kingdom of God, so long emphasized by the American Tract Society, have now the hearty endorsement of the Protestant Evangelical Churches, and gifts for Christian literature work will now count more positively for the extension of the Kingdom of Christ than ever before.

Aids to Christian Workers

The Tract Society is endeavoring to acquaint itself with the latest phases of thought and life, and to present the Gospel Message in the form that arrests the attention and carries conviction to the mind and heart. To this end it is revising and re-classifying its long list of publications, placing increasing emphasis upon things vital and essential, while the re-classification will make more directly available to Christian workers its valuable aids to Christian service.

Work Performed

The Society has published a total of 800,711,975 copies of volumes, periodicals

and tracts in 178 languages and dialects. Its missionary colporters have made 18,958,862 family visits and distributed 17,487,750 volumes of Christian literature, and held 602,803 religious meetings. A total of 17,175,163 copies of volumes, tracts, periodicals and hymnals in the Spanish language have been issued and distributed in Latin America. Grants to the amount of nearly One Million Dollars have been made in cash and electrotypes to aid the foreign mission stations and Tract Societies to create Christian literature in the native languages by means of which 5,763 titles of distinct publications have been issued whose circulation aggregates many millions of copies. The total value of free distribution of Christian literature is \$2,676,159, the equivalent of 5,352,319,040 pages of tracts. Since the beginning of the War not less than 2,000,000 copies of volumes, booklets and leaflets have been distributed to the Army and Navy, and this good work must continue.

Larger Service

For nearly a century the Society has tested men and methods and acquired valuable experience, which it will use for the enlargement and further prosecution of its work. It rejoices in the continued allegiance of its faithful friends, and is greatly cheered by the good wishes and support of many new ones. It faces the future with optimism, large enthusiasm and a widening vision, and thereby enters the new era of reconstruction with the vigor and hope of a renewed and larger life.

Co-operation

The Society will add to the number of its colporters, locating them where the need is most apparent, putting forth its best efforts to multiply many fold the circulation of soul-saving literature. It will earnestly seek co-operation with all accredited agencies working for the welfare of men and the up-building of the Kingdom of God. It is planning an investigation of some of the more important fields that it may do its work with increasing success, and contribute to the knowledge and better understanding of the moral and spiritual conditions of all the people. It recognizes that there are vast fields for Christian service which must be immediately cultivated to change threatening perils into priceless blessings.

Great Objectives of the Tract Society.

1. Foreign-Speaking People in America:

One-third of our people are of foreign parentage. Eight and a half millions over ten years of age can neither read, write nor speak the English language. They must be Americanized and taught the principles and ideals of Christianity. Hostile forces challenge the Christian for the occupancy of this field. Which shall win?

2. Unchurched Americans:

Millions of our American, English-speaking adults do not attend church. The family

altar is neglected, and the Sabbath increasingly desecrated. But we are optimists and believe God will preserve the Church of Christ if we do our part. Our colporters, in house-to-house visitation, are successfully reaching these people with the Gospel Message. The number should be largely increased.

3. Latin America :

The 80,000,000 Spanish and Portuguese-speaking people of South America are materially prospering, but vast numbers are living in moral and spiritual degradation. Their great need is the pure Gospel of Jesus Christ; they are now approachable, and can be most successfully reached through the printed page. The Tract Society was a pioneer in this field and should greatly increase its work.

4. In Foreign Lands :

The Tract Society's foreign cash appropriations have made possible 5,736 distinct publications in the native languages and dialects the circulation of which aggregate many millions of copies, and its total grants of cash and electrotypes reach nearly one million dollars. It is of prime importance to greatly increase this line of service.

5. Russia's Great Need is Evangelism :

Russia furnishes one of the most needy fields for Missionary work in the world. Evangelize the Russian, both in America and Russia, and a threatened peril becomes a priceless asset for world peace and the

progress of the Kingdom of God. Vigorous and definite action is demanded. The 185,000,000 Russian people must be largely reached through the printed page.

6. The Jews :

The World War has wrought marvellous changes among God's ancient people, and the signs of the times point to still greater changes. They need a special literature for their present needs. This work must be done, and the Tract Society can do it most effectively if the necessary funds are provided.

7. General Work :

Pastors, missionaries and Christian workers must have suitable literature for carrying on their work. Tracts and leaflets on the fundamentals of the Christian faith, evangelism and on the great moral and forward movements of the times, are absolutely essential.

8. The Army and Navy :

The Tract Society has issued and distributed nearly two million copies of volumes, booklets and tracts to our soldiers and sailors, and this important work should be continued.

While the lines of service above indicated set forth in some measure present opportunities and purposes, they in no way limit the field of the Tract Society's endeavors.

Obtaining the Funds :

Unparalleled opportunities now confront the American Tract Society. Special efforts

are necessary for its present and ever-growing needs. Its facilities are adequate for an ever-increasing enlargement of its work if funds are available.

Not less than \$250,000 is required to properly finance the work above outlined. The opportunities are such that we would be derelict to duty and disloyal to our Lord if we did not make them known. The principles enunciated in the Gospel of Jesus alone can make all men truly brothers and the realization of the Golden Rule possible. In the principle of Christian stewardship we find the solution of the financial problem: If each gives according to his ability the necessary funds will be obtained. We have such faith in God and in His loyal children that we are confident that the adequate funds will be provided when the opportunity and the need are known.

To secure the amount required there should be received,

2—	\$25,000	subscriptions.
4—	15,000	“
4—	10,000	“
6—	5,000	“
8—	2,500	“
10—	1,000	“
10—	500	“

and the balance be obtained in smaller sums. While it is imperative to receive the larger gifts, it is equally necessary to have a large number of small donations. We need your co-operation in gifts and prayers. These God-revealed responsibilities and opportunities we, now, together share; may we also,

together, share in a glorious realization of our plans?

We Believe

- (1) That the fundamental and ultimate **hope of the world** is the spiritual regeneration of man and society through **Jesus Christ**.
- (2) That **Jesus Christ** and the principles of His Kingdom **alone can save the world**. That education, culture, democracy, internationalism must be Christianized or civilization itself is doomed.
- (3) That it is clearly demonstrated that the Gospel Message through the **printed page** in English and the vernacular, and the visitation of neglected people by **colporters** are two of the **most effective means of presenting the Gospel to needy people**.
- (4) That the **American Tract Society** is **serving the Churches** by doing that which they are leaving undone or cannot do, and which must be done to save America and the world.
- (5) That a **dollar spent now** for the great objectives of the Tract Society **will count more** for the advancement of the Kingdom **than ten dollars spent a decade hence**. The immediate occupancy of these fields is an imperative duty and a glorious privilege.